

## 2001 United Way Campaign breaks records

Thanks to the generosity of faculty and staff at George Brown, the 2001 United Way Campaign exceeded everyone's expectations. This year's campaign raised \$62,500, which represents a 43% increase over the year 2000 total of \$43,500.

Michael Cooke and Colin Simpson co-chaired a Committee that grew from eight members in 2000 to 30 in 2001.

"Having such a large and dedicated team with representation from across the college allowed us to improve our reach and distribute information more effectively," says Cooke. "Through their

efforts, we were able to grow participation of the staff to a 20% contribution rate."

Local departments, union leaders and other staff groups organized more than 10 United Way events, including several Child Care and ECE activities that raised almost \$3,500 and a raffle led by Marilou Martin and colleagues in both union locals that raised close to \$3,000.

"This was by far the single biggest comprehensive fundraising effort on the part of the College," says Cooke.

"By supporting the organizations that service the Toronto community, we are strengthening our commitment to

being the City's College."

Cooke adds that while this year's contribution rate was

good, "We can still do a lot more. There is lots of room to grow for 2002."



Co-chair Michael Cooke (third from right) with United Way Committee members (l to r) Reeves Miller-Medaglia, Sue Ascenzi, Anne Sardo, Erin Agnew, Fernanda Caldarella and Margaret Moran.

## Chef's School strikes landmark branding deal with Cuisinart

Things are really cooking at the George Brown Chef's School! Cuisinart, a division of Conair Consumer Products Inc., in conjunction with George Brown College Foundation, has entered into a new partnership agreement with the School. This part-

nership will literally make the School a household name from coast to coast. As part of the agreement, Cuisinart has donated almost 1000 high-end stainless steel pots and pans, Waring commercial blenders and Cuisinart food processors for culinary and

bartending labs at the School.

As well, Cuisinart will provide ongoing discounts on materials purchased and a \$1500 annual student award for the next three years. As John Walker, Dean of the Faculty of Hospitality and Tourism, says, "This means that over 600 culinary arts students will have the benefit of using great pots and pans and hard working Cuisinarts for their recipe creations!"

But there is much more in store. The most exciting part of the deal, according to Walker, is a branding agreement that will bring George Brown's name into retail sites across the country. Cuisinart will be adding a tagline to the packaging of selected lines of cookware that says "Great Chef's Start at George Brown Chef's School." "What

makes this so unique is the branding portion of the agreement. It's the first ever for the college, and a great opportunity to get our message out to people across Canada," stated Margo Sheppard, Executive Director of GBC Foundation. The Cuisinart logo will also be featured on the Chef's uniforms at George Brown, and permanent recognition signage will be added to the state-of-the-art Canadian Pacific Culinary Arts Theatre.

"This is a prime example of partnerships in learning," adds Walker. "We are working with a highly respected industry partner to improve education and increase our profile in the industry." This partnership is the first in what is predicted to be an unprecedented Facilities Renewal Capital Campaign for the Centre.



Shown here at the official announcement of the Cuisinart agreement are (l to r) Rosalie Starkey, Acting Manager of Marketing and Communications; John Walker, Dean of Hospitality and Tourism; Darla Sward, Cuisinart Corporate Chef; Margo Sheppard, GBC Foundation Director; and Bev Macartney-Melnick, Cuisinart Marketing Manager.

# Ursula Franklin at Vision 2003: Academic excellence personified

If academic excellence were personified it would be Ursula Franklin. One of Canada's leading thinkers, educators and philosophers, Franklin will be conducting a workshop at this year's Vision 2003 "Ramping Up For Success" event on March 1. A University Professor Emeritus in the University of Toronto's Department of Metallurgy and Materials, she has led a very distinguished and eclectic career.

A holder of numerous honorary degrees, Franklin recently became the 22nd recipient of the Canadian United Nations Association's Pearson Peace Medal. She is a Companion of the Order of Canada, a fellow of the Royal Society of Canada, and a member of the Order of Ontario. She also received the Governor General's Award in 1991.

While her awards have been remarkable, Michael Cooke, Vice-President of Academic Excellence for George Brown says, it is Franklin's approach to life, learning and the community and her ability to communicate her beliefs that

sets her apart. "Franklin's holistic approach to education has been invaluable throughout her career in helping others achieve academic excellence. She applies the principles of science and philosophy to her thinking, and combines that with a profound respect for humanity and the community."

He adds that her workshop at Vision 2003 will provide invaluable insight into the concept of academic excellence. "She is brilliant, outspoken, insightful, brutally honest and unique in her ability to explain the fundamental link between education and the preparation of strong, vibrant citizens who participate actively in society. If anyone can paint a clear picture of what academic excellence means in today's society and how to achieve it, it's Ursula Franklin."

"She connects the dots in a way no one else can," says Cooke. "Anyone who doesn't get in line for this workshop is missing out on a rare opportunity indeed."

To describe Franklin's approach, Cooke shared a

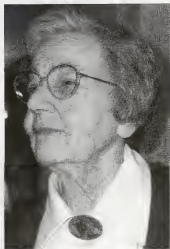
favourite anecdote about her. She was asked to present at a Professional Development event on working with students who are on the margins and at risk of failure. "She insisted that everyone, from teachers to caretakers to office staff attend because, in her mind, the school is a community. Sure enough, as the presentation progressed, it was a caretaker who identified those students at risk. Why? - Because he was there at 7:30 to meet the students who showed up every morning with no place to go."

"This exemplifies the fact that she truly believes that academic excellence can only be achieved through the involvement of everyone within the educational environment," says Cooke. "The same principle applies for this workshop. It's not just for faculty. Everyone on staff can gain valuable experience and insight by attending."

In his recent article in the Globe and Mail, Michael Valpy said of Ursula Franklin, "the soul-joy of human love and community has been Franklin's message to her fel-

low citizens and the world for most of her 80 years. Such a fortunate country, Canada, to have this voice."

Vision 2003 is your chance to hear that voice.



Ursula Franklin will conduct a workshop at "Ramping Up For Success." Photo by Camelia Linta, University of Toronto.

Full program details and registration forms are being circulated on January 31. Register early in order to get the best choice of workshops. For more information on "Ramping Up For Success," contact Hilde Zimmer at extension 4724.

## "Fenwick" visits St. James



George Brown dog lovers were delighted when 9-month old Fenwick and his "foster mom" Missy Westgate visited the Main Lobby at St. James Campus on Thursday, January 17. Missy and Fenwick are part of the Foster Puppy Program of the Lions Foundation of Canada Dog Guides. Puppies like Fenwick will eventually be providing service to Canadians with Disabilities in the areas of safety, mobility and independence. The event was hosted by Disability/Deaf and Hard of Hearing Services.



Douglas E. Light Award winners announced Lisa Johnston (left) and Christina Brinco are the latest recipients of the Douglas E. Light Award. The awards were established in memory of the late Douglas E. Light, former president of George Brown College, and are presented each year to two students in the ECE program who best exemplify academic excellence and commitment to families and children in their community.

# SuperBuild projects are taking shape

Things are starting to take shape for SuperBuild as the frame for the newly-named Sally Horsfall Eaton Centre for Studies in Community Health at Ryerson University Campus is erected. The Centre, which is a two-story addition to Ryerson's existing Eric Palin Hall, has been named as the result of a \$1.5 million donation made by Sally and her husband, John Craig Eaton who is chancellor

at Ryerson. Including the Eaton's generous contribution, the joint initiative has already raised \$3.2 million.

The two new floors are being added to the existing four floors at 87 Gerrard Street East (at Mutual). In Phase I, which was completed in the summer of 2000, the structure of the existing building was strengthened. Phase II, which started in the summer of 2001 and is scheduled

to end this July, will see the completion of construction for the two new floors.

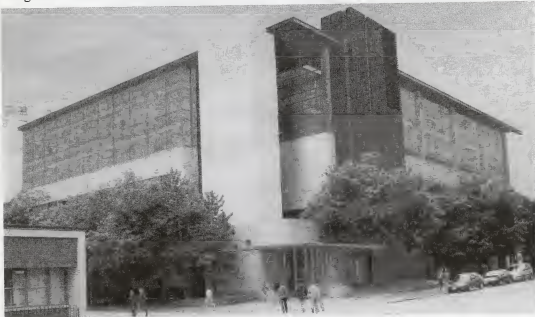
When completed, the new space, totaling 72,000 sq. ft., will house classrooms, faculty offices and associated common areas, with a particular emphasis on George Brown's ECE and Gerontology Programs. The space is to be shared by George Brown and Ryerson students.

Bashar Amer, Director of

Facilities Management, reports that at this time, the construction at the Centre is 30% complete and includes the building of the elevator towers, the extension of the existing stairwells and the erection of the steel frame including the metal floor decks. He says that construction costs are under budget, allowing for a small contingency as the project moves forward.

At the Casa Loma site, demolition is now underway and the full building permit is expected shortly. Amer says that the original exterior bricks for the site are being used as design features within the new building. "These bricks are 60 years old, so we wanted to preserve them and integrate them into the interior of the new site."

The 8-foot hoarding wall is up at the Casa Loma site and the full building permit is expected by the end of January so construction of the two new buildings can begin.



The Sally Horsfall Eaton Centre for Studies in Community Health, jointly operated by George Brown and Ryerson, will include GBC's Early Childhood Education and Activation Co-ordinator/Gerontology programs.

## Technology Event will showcase GBC's offerings for students

George Brown College's Faculty of Technology is now finalizing its plans for the largest technology event ever held on campus. The one-day event will be held April 2 at the Centre for Advanced Microelectronics (C Building). More than 50 industry partners, as well as government and university officials will be taking part in the day's activities.

According to Joy McKinnon, Dean of the Faculty of Technology, "It's the first time we've done any-

thing this comprehensive. We've drawn upon the support of industry, government, community partners and universities, as well as the Toronto District School Board to bring this all together. Our goal is to make this an event that will bring a better understanding of advanced technology and related career opportunities to high school students in a meaningful way."

Although the agenda is yet to be finalized, the technology event will feature everything from exhibits and presenta-

tions to a full range of student-based activities, such as competitions and interactive displays featuring each of Technology's three Centres of Excellence: the Centre for Advanced Microelectronics; the IT Collaborative Learning Centre; and the Centre for Advanced Building Technologies.

Several announcements are planned on that day, including the official groundbreaking ceremony for the campus' new building, and the launch of Phase II of the Centre for

Advanced Microelectronics project, an \$8 million initiative that focuses on semiconductor manufacturing processes.

Other events on the roster include the opening of the Centre for Advanced Microelectronics' new automated surface mount manufacturing lab and the launch of the new interactive student information Web site, a student project that was developed in conjunction with Dell Canada and secondary schools.

## upcoming events

**Free Career Planning Workshop – sponsored by Marketing & Communications and Continuing Education**  
*Monday, February 11 (6:30 to 9:30pm)*  
St. James Campus, 200 King St. E., Room 128  
Call 416-415-2000, ext. 3444 and press 1 to register.

**Free True Colors® Workshop – sponsored by Marketing & Communications and Continuing Education**  
*Wednesday, February 13 (6:30 to 9:30pm)*  
St. James Campus, 200 King St. E., Room 128  
Call 416-415-2000, ext. 3444 and press 3 to register.

### **Theatre School Productions**

*February 5 to 15*

Road by Jim Cartwright

*April 9 to 20*

Spring Repertory Session: *The Beaux' Stratagem* by George Farquhar and *Machinal* by Sophie Treadwell  
Shows play at the George Brown Theatre, 530 King Street East.  
Tickets are \$12 for general admission, and pay-what-you-can for Saturday matinees. For more information, call 416-415-2167.

### **Industry Connect Reconnect Day/Job Fair**

*February 19*

Faculty of Hospitality and Tourism

Call Scott Ribbins at 416-415-2239.

### **Tutti a Tavola ("Everyone to the table")**

*Tuesday, February 26 (6:30pm to midnight)*

Siegfried's

Fundraiser for Italian Culinary Arts students' externship to Italy  
Tickets are \$100 each (tax receipts will be issued)  
Call Scott Ribbins at 416-415-2239 or Ivano Zambotti at 416-415-2246 ext. 3316.

### **Technology Event**

*Tuesday, April 2 (9:00am to 2:00pm)*

Faculty of Technology

Casa Loma Campus, C Building, Centre for Advanced Microelectronics

### **Faculty of Business and Creative Arts Open House**

*Friday, March 8 (10:00am to 4:00pm)*

Casa Loma Campus

Call Debbie Fulford at 416-415-4840.

### **10th Annual Labour Fair**

*Thursday, March 14 to Wednesday, March 20*

This year's Fair will centre on the theme "Are You Ready? Working in Uncertain Times." Call Maureen Hynes at 416-415-2549 or e-mail her at mhynes@gbrownc.on.ca.

**GBC Alumni – Class of Nursing, January 1987 Reunion**  
*September 2002*

Call Bill Wade, RN at 416-429-8674.

## news briefs

### **New handbook for graphics professionals is an industry first**

Michael Maynard, Director of the Design Centre at George Brown, is among a group of nine design professionals to participate in the development of a new textbook for the graphic design industry. Called "The Business of Graphic Design: A Professional's Handbook," this project was funded by a \$50,000 grant from the Ontario government as well as through private sector contributions. Maynard helped write the Technology Section of the book, which is being officially launched at the Design Exchange on January 31.

"This handbook is a real milestone in Canadian publishing," he says. "It provides invaluable administrative information for design students, self-employed designers and those just starting out in the business. It's the only one of its kind, and a wonderful resource for anyone pursuing a career in graphic design."

### **GBC gets an update on the ODA**

On January 17, about 80 staff and students attended a lecture by Chris Kenopic, Executive Director of the Ontario Association of the Deaf (OAD). Kenopic lectured in American Sign Language on the new provincial government legislation, Ontarians with Disabilities Act (ODA). The ODA was passed in December 2001 to identify, prevent and remove barriers facing Ontarians with disabilities. This event was hosted by Deaf and Hard of Hearing Services and the Deaf Academic Upgrading program. Information on the new ODA legislation can be found at [www.odacommittee.net](http://www.odacommittee.net). For notes on Kenopic's presentation, "Making a Barrier-Free Ontario: Update on the ODA," contact Karen Walker at [kwalker@gbc.gbrownc.on.ca](mailto:kwalker@gbc.gbrownc.on.ca).

### **Micromania coming soon**

The Centre for Advanced Microelectronics is setting the wheels in motion for this year's Micromania event. At last summer's Micromania, grade 11 and 12 students from eight area schools spent five days at the college using on-site equipment to develop robotic cars with sensors, which they then tested out in a competition held at the Eaton's Centre. Joy McKinnon, Faculty of Technology Dean says, "We're looking forward to getting more schools participating this year, and finding ways to link Micromania activities more closely with the course curriculum." The next Micromania event will be held during the April 2 Technology Event at Casa Loma.

## city college news

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